

IN THE CLAIMS

1. (currently amended) A broadcast receiver, comprising:
a receiving unit, including a receiver ID, for selecting a channel and for receiving a broadcast;
a controller for controlling channel selection by the receiving unit and for detecting a reception log;
a storage unit in which the reception log [[is]] and the receiver ID are recorded; and
an interface for transmitting the receiver ID and the reception log read from the storage unit to an external computer,

wherein the controller records a reception in the reception log in the storage unit when the receiving unit continuously receives a channel and/or a program for at least a predetermined period and does not record a reception in the reception log in the storage unit when the receiving unit does not continuously receive a channel and/or a program for at least the predetermined period.

2. (previously presented) The broadcast receiver according to claim 1, wherein the reception log stored in the storage unit is transmitted to the external computer at a predetermined period.

3. (canceled)

4. (previously presented) The broadcast receiver according to claim 1, wherein the controller records one of the channel received by the receiving unit and program identification information and reception period information in the storage unit as the reception log.

5. (currently amended) A broadcast receiver, comprising:
a receiving unit, including a receiver ID, for selecting a channel and for receiving a broadcast;
a controller for controlling channel selection by the receiving unit and for detecting a reception log; and
a mounting section on which a removable storage unit having a computer interface is mounted,
wherein by mounting the storage unit on the mounting section the receiver ID and the reception log detected by the controller [[is]] are recorded in the storage unit; and
by mounting the storage unit on an external computer the computer reads the receiver ID and the reception log from the storage unit,
wherein the controller records a reception in the reception log in the storage unit when the receiving unit continuously receives a channel and/or a program for at least a predetermined period and does not record a reception in the reception log in the storage unit when the receiving unit does not continuously receive a channel and/or a program for at least the predetermined period.

6. (canceled)

7. (previously presented) The broadcast receiver according to claim 5, wherein the controller records one of the channel received by the receiving unit and program identification information and reception period information in the storage unit as the reception log.

8. (currently amended) A viewing and listening information computing method, comprising the steps of:

obtaining a reception log and a receiver ID of at least one broadcast receiver and recording the reception log and the receiver ID in a database;

recording program information concerning a broadcast program in the database; and

reading the reception log, the receiver ID, and the program information from the database and computing viewing and listening information concerning viewing and listening,

wherein a reception is recorded in the reception log of said at least one broadcast receiver only when said at least one broadcast receiver continuously receives a channel and/or a program for a predetermined period and a reception is not recorded in the reception log of said at least one broadcast receiver when said least one broadcast receiver does not continuously receive a channel and/or a program for at least the predetermined period.

9. (previously presented) The viewing and listening information computing method according to claim 8, wherein

the reception log includes one of a channel received by the broadcast receiver and program identification information and reception period information; and

the viewing and listening information computed includes an audience rating for one of a predetermined channel and a program.

10. (previously presented) The viewing and listening information computing method according to claim 8, wherein

the reception log includes one of a channel received by the broadcast receiver and program identification information and reception period information; and

the viewing and listening information computed comprises a non-viewing and non-listening rating for one of a predetermined

channel and a program.

11. (currently amended) A viewing and listening information computing apparatus, comprising:

reception state management means for obtaining a reception log and a receiver ID of at least one broadcast receiver; a database in which the obtained reception log, receiver ID, and program information concerning a broadcast program are recorded; and

viewing and listening information management means for computing viewing and listening information which is information concerning viewing and listening based on the reception log, the receiver ID, and the program information read from the database,

wherein a reception is recorded in the reception log of said at least one broadcast receiver only when said at least one broadcast receiver continuously receives a channel and/or a program for a predetermined period and a reception is not recorded in the reception log of said at least one broadcast receiver when said least one broadcast receiver does not continuously receive a channel and/or a program for at least the predetermined period.

12. (previously presented) The viewing and listening information computing apparatus according to claim 11, wherein:

the reception log includes one of a channel received by the broadcast receiver and program identification information and reception period information; and

the viewing and listening information computed includes an audience rating for one of a predetermined channel and a program.

13. (previously presented) The viewing and listening information computing apparatus according to claim 11, wherein:

the reception log includes one of a channel received by the broadcast receiver and program identification information and reception period information; and

the viewing and listening information computed includes a non-viewing and non-listening rating for one of a predetermined channel and a program.